



Communication campaign to promote EDEN destinations in Bulgaria  
(BG EDEN Campaign III)

**ONLINE BULLETIN  
FOR BULGARIAN EDEN DESTINATIONS CREATED FOR THE PROJECT  
“COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA –  
THIRD EDITION”, IMPLEMENTED BY MINISTRY OF TOURISM UNDER THE GRANT  
AGREEMENT № GRO/SME/17/C/095 EUROPEAN DESTINATIONS OF EXCELLENCE  
(EDEN) – PROMOTION 2017 – BG EDEN CAMPAIGN III (BULGARIA), FINANCED BY EU  
COSME PROGRAMME  
(ISSUE 7, MAY 2019)**

The on line bulletin is developed under the Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) project will introduce to you related project news, interesting events in EDEN destinations as well as presenting the selected in various edition Bulgarian EDEN destinations.

EDEN is the acronym for European Destinations of Excellence - an initiative promoting sustainable tourism development models across the EU.

For more information about EDEN initiative visit <http://www.edenbulgaria.eu/>, as well as the DG GROW website [https://ec.europa.eu/growth/tools-databases/eden/about\\_en](https://ec.europa.eu/growth/tools-databases/eden/about_en)

The project aims to further develop the previous two projects on the same topic, implemented during the 2016-2017 and 2011 – 2012. Its main objectives are to promote the Bulgarian EDEN destinations on national and foreign tourist markets. Up to now Bulgaria has selected the total of 17 destination of excellence during 4 competitions for selection of destination held in 2017, 2010, 2009, 2008 and, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali.

For more information visit: <http://www.edenbulgaria.eu/>



## NEWS

### **Bulgarian EDEN destinations have been promoted at the „WEEKEND TOURISM“ EXHIBITION HELD during 16-18 May 2019 in Ruse, Bulgaria**

Bulgarian EDEN destinations have been promoted at the the tourist exhibition „Weekend Tourism“ held 16-18 May 2019 in Sofia, Bulgaria. This promotion is a part of activities of Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) project of Ministry of Tourism. The printed brochures, leaflets, post cards, magnets and video for all 17 Bulgarian EDEN destinations were disseminated.





## **EDEN DESTINATIONS SELECTED IN THE 2007 COMPETITION HELD IN 2007 UNDER THE THEME**

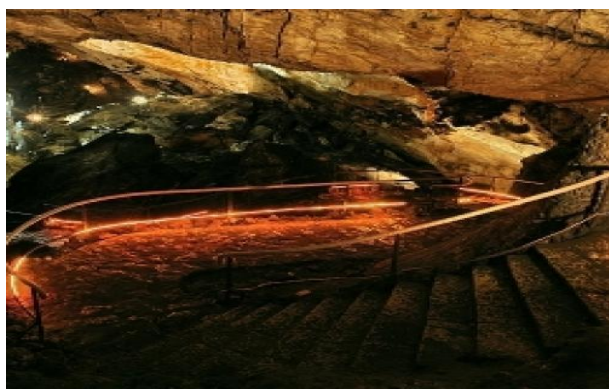
### **„THRACIAN SPIRIT“ (CULTURAL HERITAGE)**

#### **BELOGRADCHIK**

Myths, legends and even traces of the ancient Thracians await the visitors of Belogradchik – the small “white” town in Northwestern Bulgaria, picturesquely situated at the foot of the Balkan Mountains. The territory of the municipality of Belogradchik is inhabited by the tribal community of the Triballi and their rich history has left this region its numerous myths and traditions and even today the important dates of the ancient Thracian calendar are celebrated as festivals.

This place is abundant in fascinating natural features owing to its geology, which is the reason for the existence of a network of interesting rock formations, including the jewel in the crown – the **Magura cave**. It is located in the area of the village of Rabisha, 25 km from Belogradchik and is the largest cave in Bulgaria. It has galleries and halls that will attract even the most experienced speleologist or spelunker.

The Triumphal Hall, the Bat Gallery, the Stalagnate Hall, the Drawings Gallery, the Fallen-pine Hall, the Poplar Hall, the Throne Hall, the Festive Hall, the Fiord Corridor – interesting names attracting the visitors to go underground. This Paleolithic cave is famous for its unique rock drawings filled with bat guano, which date back from the Epipaleolithic (10 000 B.C.) to the Early-Bronze age as well as for its fossils of wild prehistoric animals. Open all year round, the cave is well lit and the paths winding across this underground world are well maintained and secured by means of safety banisters. They can be used by pedestrians and cyclists.







The Belogradchik fortress was built among the inaccessible rocks prior to the creation of Bulgarian nation and was used as military facilities by the Serbo-Bulgarian War in 1885. The visitors today can easily understand why this place was used as fortification if they climb to the highest part of the fortress – the first plate. Bulgaria spreads before their eyes, from the ridge of the Balkan Mountains southwards to the Copper-age Carpathians in the west. Below them there are rock formations which seem to be even more spectacular when watched from this place.



## KAZANLAK

Kazanlak, located in the valley of roses and Thracian kings, has abundant resources for the development of cultural, event, eco and rural tourism – festivals of the rose and Thracian rulers, preserved traditions, unique archeological monuments and historical heritage extending from the Neolithic age to the National Revival. Over 100 Thracian mounds have been examined so far in the region of Kazanlak, nine of which are open for visitors. Kazanlak is situated near the largest and very picturesque reserve of the Balkan Mountains – Dzhendema. There is another reserve and 5 protected areas in close proximity to the town.

Unique findings have been discovered near Kazanlak which are related to the history of the Edirne kingdom of the Thracians. A magnificent gold wreath of the Thracian king Seuthes III and a ritually buried bronze head of his statue have been found in Golyamata Kosmatka Mound. In the king's tomb in Svetitsa Mound, a gold mask with individualized features and a stamp ring were found – some of the most valuable findings not only in the Valley of the Thracian kings but also in Bulgaria as a whole.

The Kazanlak Thracian tomb /IV – III century B.C./ is the first Bulgarian monument included in the UNESCO World Heritage List. It is famous for its unique murals – some of the best



preserved examples of antique painting which reflect events from the life of the buried Thracian ruler.

Kazanlak is the birthplace of many famous Bulgarian painters and one of the oldest and richest art galleries in the country is located here. Part of the gallery fund has been exhibited in its branches – the homes of the painters Dechko Uzunov and Nenko Balkanski.

Today, in Kulata historical and ethnographic complex, tourists can see the process of violin making, primitive rose distillation and taste the products of the oil-bearing rose – rose jam, rose liqueur, rose brandy – crafts and production processes typical of the region.

The gold domes of the Shipka Memorial Church, built in memory of the killed Russian and Bulgarian soldiers fighting for the liberation of Bulgaria from Turkish rule, can be seen from any point of the valley. Its original architecture, in the style of the Russian Orthodox architecture of the XVII century with its typical arches, pediments and gold-covered details incessantly attracts tourists.

The legendary peak Shipka, considered by many Bulgarians to be a sacred place and a symbol of Bulgarian national independence and national pride, is located to the northwest of Kazanlak. This is the place where in 1877, Bulgarian soldiers fought epic battles with the numerous Turkish army, in which they predetermined the victory of the Russian-Turkish war (1877-1878). Their feat was immortalized by erecting a monument on the very peak.







## KARDZHALI

Kardzhali, a town with extraordinary past and rich history, is located in the heart of the Eastern Rhodope mountain, on the two banks of the ancient Arda river. For three millennia, it has been the cradle of various civilizations and cultures. This region is a unique mixture of historical monuments dating back to antiquity, unique natural phenomena and inaccessible mountain massifs.

The region of Kardzhali is well known for its numerous fortresses and temples dating back to antiquity. In combination with the rich, varied and well preserved natural heritage, the region has the opportunity to become a major competitor of already established Bulgarian destinations with similar resources, in case of good management of the resources, a professional approach towards the offering and an adequate and effective marketing of the product within a short period of time.

The attractive natural environment, the preserved folklore, customs and crafts are a prerequisite for the development of rural tourism. The local folk festivals may have a great emotional impact. The numerous ecological paths in the municipality are an interesting tourist product.

The ancient inhabitants of our land bequeathed us a heritage consisting of numerous monuments from various historical periods; prehistoric findings, Thracian tombs and Roman bridges.





## SILISTRA

Silistra destination has integrated unique Thracian cultural monuments and a living Thracian cultural tradition preserved to date. The material monuments are a complex of five rock sanctuaries located close to each other, which were made by the Thracians in the VI-IV century B.C. in honour of God Zalmoxis. Today, they are located in a picturesque protected area called “Malak Kanagyol” /the region of the village of Strelkovo, municipality of Kaynardzha, district of Silistra/ and have preserved the authentic interior and exterior of the Thracian age. The archeological findings discovered here are preserved in the Archeological Museum in the town of Silistra. These monuments are linked in a unique way to a living cultural tradition manifested in the mummers’ festivals in this region, which are considered to have originated from the Thracian rituals related to the local Getian God Zalmoxis/Cronos.

### **Thracian rocky cult centre near the village of Strelkovo**

The only unquestionably documented Thracian rocky cave sanctuaries in Dobrudzha and to the north of the Balkan range are located on the right bank of the Taban river. They form a cult complex of sanctuaries, rocky temples, cult niches, cult pits, cult grounds. When taking a look inside the imposing rocky altars of the temples above the river, the underground galleries and the impassable karst halls with carved alter niches, we instinctively recall that ancient Thracian myth of Zalmoxis, who the local Getae worshipped as a God and who used to perform mysteries in the cave temple above the Kegeyon River.

### **The rocky sanctuary near the village of Voynovo**

This is the northernmost sanctuary of the rocky cult complex, which is located on the right bank of the dry riverbed of Taban (specimen 1, 45), 7 km north of Badzhaliyata. To the left of an impressively formed natural rocky shelter located at an inaccessible height there is a natural cave with traces of processing, facing the east. Fragments of Thracian ceramics were found in its foot. In a cave near the sanctuary, an Old-Bulgarian hermit monk made a small chapel and a cell in which he lived in the X century. This is where a colony was formed, which includes over 40 Old-Bulgarian rocky monasteries, sketes and cells, which later expanded along the adjacent dry riverbed of Kanagyol in the region of the town of Alfatar and to the south near the village of Skala, district of Silistra.

### **Holy Apostles Peter and Pavel Cathedral Church of Silistra**

The temple Holy Apostles Peter and Pavel is a cultural monument built after the Crimean War by brick-layers from the Dryanovo Architectural School which was the leading one in the period of the National Revival. It is a cathedral temple of the holy father in the IV century Dorostol metropolis. It is the only temple in Bulgaria in which in addition to the images of the 12 Dorostol martyrs from the IV century, all the Early-Christian saints from the Bulgarian lands were also depicted.



### **Durostorum – Drastar – Silistra Archeological Museum**

The building was erected in 1926 in „Brancovenesc“ style on the ruins of a massive Roman pagan temple dating back to the II-III century. Since 1984, it has been declared a cultural monument and in 1990 it was turned into an Archeological Museum. Over 20 000 archeological monuments are stored in it, such as the Thraco-Roman helmet dating back to the I century, a clock bearing the image of Orpheus from the II century, a statue of a Roman woman (Pudicita) dating back to the II century, a Roman chariot dating back to the III century, the swords and jewellery of an eminent Roman magistrate from the III century, a gold ring from the grave of a martyr saint from the IV century, the gold jewellery of the Draster despotess from the XIV century, the collection of crosses from the X century of the medieval patriarchal temples are unique and have an exceptional artistic and historical value.

